

**METHODS AND APPARATUS FOR ANONYMOUS USER IDENTIFICATION  
AND CONTENT PERSONALIZATION IN WIRELESS COMMUNICATION****Abstract**

5           Methods and apparatus for providing personalized content to a user of a wireless  
network include establishing an anonymous user identifier and delivering the user  
identifier to a content provider. Based on the user identifier, communication with a  
predetermined data source is established or predetermined data content is selected. In  
some embodiments, a device identifier is provided in addition to the user identifier and  
10   device specific, personalized content is delivered to the user. In one example, a device  
identifier and a user identifier are based on a mobile station serial number and a  
subscriber identity module, respectively, and are used in an HTTP header. The  
anonymous user identifier can be based on a subscriber identity module (SIM) serial  
number, or a hash of the SIM serial number so that user information such as a user  
15   phone numbers is not available to content providers.